

WHAT IS CLAIMED IS:

1. A display apparatus comprising:

means for displaying an image of a Web page; and

a script which performs processing of changing the

5 displayed image to a link destination.

2. The display apparatus according to claim 1,

further comprising means for designating an arbitrary
link destination from a plurality of link destinations,
wherein processing of changing an image to the link

10 destination designated by the means for designating the
arbitrary link destination is performed by the script
when the means for designating the arbitrary link
destination is operated.

3. The display apparatus according to claim 1,

15 further comprising mean for acquiring image data of an
initial screen and display data of a change button
which designates a link destination of a displayed
image as initial screen data of the Web page and
displaying an initial screen and a change button of the
20 Web page on the basis of the acquired image data and
the display data of the change button,

wherein the script processing is performed when
the change button is operated so that the image display
change to a link destination is performed.

25 4. The display apparatus according to claim 3,

wherein the change button has one or a plurality of
buttons which designates a link destination of at least

any one of forward, backward, left, and right.

5. The display apparatus according to claim 3, wherein the change button is provided around a display area of the initial and link destination images.

5 6. The display apparatus according to claim 3, further comprising means for acquiring the image data of the Web page by several linked images, wherein an image display change to a link destination is performed by including the plurality of items of acquired image data in the link destinations to be changed through the script processing when the change button is operated.

10 7. A display method comprising:
 preparing a script which performs processing of changing a displayed Web page image to a link destination; and
15 performing image change to a link destination page by script processing.

 8. The display method according to claim 7, further comprising:
20 acquiring image data of an initial screen and display data of a change button which designates a link destination of the displayed image as initial screen data of the Web page; and
 displaying the initial image and the change button
25 of the Web page on the basis of the acquired image data and the display data of the change button,
 wherein the script processing is performed when

the change button is operated, so that the display change of only the image of the link destination is performed.

5 9. A network system in which a client side device acquires data of a Web page from a server side device to display an image of the Web page, comprising a script which performs image display change to a link destination of a displayed Web page in the client side device,

10 wherein the client side device acquires and displays image data of a link destination from the server side device through processing of the script.

15 10. The network system according to claim 9, wherein the server side device further comprises means for managing, as data of the Web page, only image data of the Web page and sending image data according to a page designation request of a link destination to the client side device.

20 11. The network system according to claim 9, the server side device further comprises means for individually managing image data of the Web page and data of an operation screen which designates a link destination of the image data, sending the image data in the initial screen and the data in the operation
25 screen to the client side device of the Web page request source at the time of transferring the data in the initial screen of the Web page, and sending only

image data of the link destination to the client side device of the Web page request source at the time of transferring the data of the Web page other than the initial screen.

5 12. The network system according to claim 11, wherein the client side device displays an initial image and a link destination designating button as an initial screen on the basis of the image data and the operation screen data acquired from the server side
10 device, and acquires image data of a link destination according to the operation of the link destination designating button from the server through processing of the script when the link destination designating button is operated to perform image display change to
15 the link destination.

13. A terminal device for acquiring data of a Web page via a network and displaying an image of the Web page, comprising:

means for acquiring data of an operation screen
20 which designates a link destination of the displayed image;

means for displaying an operation screen on the basis of the data of the operation screen acquired by the first means; and

25 a script which, when the operation screen displayed in the means for displaying an operation screen is operated, acquires image data of a link

destination according to the operation and performs processing of changing the displayed image to the link destination.

14. A terminal device comprising:

5 means for acquiring data of a linked image in units of one image via a network;

 means for displaying an image on the basis of the data acquired by the means for acquiring data of the linked image;

10 means for acquiring data of an operation screen which designates a link destination of the image displayed by the means for displaying the image;

 means for displaying an operation screen on the basis of the data of the operation screen acquired by
15 the means for acquiring data of the operation screen;

 means for determining a link destination of the image according to the operation of the operation screen displayed by the means for displaying the operation screen; and

20 means for changing the image displayed by the means by reflecting a determination result of the means for determining the link destination of the image on the means for acquiring data of the linked image.

15. A terminal device comprising:

25 means for acquiring data of a linked image in units of several images via a network;

 means for displaying the image in units of one

image on the basis of the data acquired by the means
for acquiring data of the linked image;

means for acquiring data of an operation screen
which designates a link destination of the image
5 displayed by the means for displaying the image;

means for displaying an operation screen on the
basis of the data of the operation screen acquired by
the means for acquiring data of the operation screen;

means for determining a link destination of the
10 image according to the operation of the operation
screen displayed by the means for displaying the
operation screen;

means for determining whether or not the link
destination determined by the means for determining the
15 link destination of the image is data of the image
already acquired by the means for acquiring data of the
linked image; and

means for, when it is determined that the link
destination is data of the image already acquired by
20 the means for determining, reflecting the determination
result on the means for displaying the image and when
it is determined that the link destination is not data
of the image already acquired by the means for
determining, reflecting the determination result on the
25 means for acquiring data of the linked image so as to
change the image displayed by the means for displaying
the image.

16. The terminal device according to claim 13,
wherein the operation screen is configured of one or a
plurality of buttons which designates a link
destination of at least any one of forward, backward,
5 left, and right.

17. The terminal device according to claim 13,
wherein the operation screen is displayed around a
display area where the initial and link destination
images are displayed.